

Gardening on Instagram this week: the standouts *start with a person and don't just stop*

Of the 146 posts we read this week from 26 gardening accounts on Instagram, 28 beat their own account's normal. In the videos we watched, the ones that did tend to put a person on screen in the first second and cut more, and fewer of them just stop at the end. Length and sound didn't set them apart.

Gardening on Instagram

26 accounts that post in the category

146 posts this week

20 Oct 2026 to 26 Oct 2026, each against its own account's normal

24 videos watched

12 that beat their normal, 12 normal ones

October 27,
2026

public counts
only

THE SHORT VERSION

This week's standouts *put a person up front and don't just stop*

19%

of the posts we read this week beat their own account's normal

1.5× or more the median of its account's earlier posts

67%

of the standout videos we watched show a person in the first second

of the normal videos we watched: 45%
• read by AI

42%

of the standout videos we watched just stop at the end

of the normal videos we watched: 73%
• read by AI

15

posts this week broke out, at 3× their normal or more

the biggest we watched:
@plantsbydestiny420's grow-light plant room at 49.1×

01 Be in the first frame

The standouts we watched tend to open on the gardener, like @garden_hhoe climbing onto the counter with a coffee under “How I start my day...” and @eliseniclo stepping into frame among her loofah vines.

See @garden_hhoe Instagram reel, 24 Oct 2026 (29.3×); @eliseniclo Instagram reel, 23 Oct 2026 (4.8×)

02 Give the video an ending

The standouts we watched that don't just stop end in different ways: a punchline like @theboujeegreenhouse's “YES”, or the grown crop, like @reshgala's “Lush carpet of Cilantro is yours to enjoy!!”.

See @theboujeegreenhouse Instagram reel, 21 Oct 2026 (1.7×); @reshgala Instagram reel, 25 Oct 2026 (9.3×)

03 A slow week for most

Of the posts we read this week, the median reached 0.82× its own account's normal: most fell short, which makes the standouts easier to see.

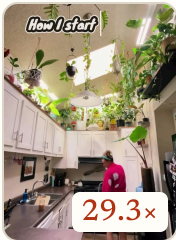
HOW THEY OPEN

Standouts open on *a person in the first second*

What a viewer sees in the first two seconds of the videos we watched, read by AI. The hooks vary; a plant or tool shown working opens 2 of the standouts we watched and none of the normal ones.

THE FIRST SECONDS	READ BY AI		
OF THE VIDEOS WE WATCHED	BEAT THEIR NORMAL (12)	NORMAL (11)	
Someone speaks in the first 5 seconds	42% (5)	45% (5)	
Words on screen in the first 2 seconds	50% (6)	64% (7)	
A person in the first second	67% (8)	45% (5)	
Talks straight to camera	25% (3)	36% (4)	
A product in the first 3 seconds	50% (6)	45% (5)	
Words on screen most of the video	50% (6)	64% (7)	

Openings most used by the videos that beat their normal: trend or sound (3), bold claim or hot take (2), product in action (2).



A person, a routine, one line
“How I start my day...” over her climbing up to check the plants above the kitchen.
@garden_hhoe Instagram reel, 24 Oct 2026 (29.3×)



A promise the viewer can use this week
“5 Things to Plant Now for Christmas Dinner In Australia”, written over her as she crouches by the bed.
@heytherejenae Instagram reel, 23 Oct 2026 (16.0×)



The viewer's problem, as a question
“Now, what if your property line is really tight and your yard is a highway for hungry” deer, before the juniper appears.
@bountifulgardensnj Instagram reel, 22 Oct 2026 (9.3×)

PACE, LENGTH AND FORMAT

Standouts *cut more*; length and sound didn't set them apart

Pace is measured from the files of the videos we watched; length, format and sound cover every post we read this week.

PACE, MEASURED FROM THE FILES

MEDIAN OF THE VIDEOS WE WATCHED	BEAT (12)	NORMAL (11)
Length, seconds	27.7	22.2
Cuts a minute	5.7	0.0
First cut, seconds in	4.8	4.1
Videos with no cut at all	33% (4)	55% (6)

FORMAT, EVERY POST THIS WEEK

FORMAT	POSTS	BEAT THEIR NORMAL
Instagram reels	124	18% (22)
Instagram carousels	17	24% (4)
Instagram photos	5	40% (2)

LENGTH, EVERY VIDEO THIS WEEK

LENGTH	VIDEOS	BEAT THEIR NORMAL
under 15 s	34	15% (5)
15–30 s	32	22% (7)
30–60 s	29	14% (4)
60 s or more	29	21% (6)

SOUND, EVERY VIDEO THIS WEEK

SOUND	VIDEOS	BEAT THEIR NORMAL
Original sound	76	18% (14)
A track or trending sound	48	17% (8)

More cuts in the standouts

The standout videos we watched cut 5.7 times a minute at the median, and the normal videos we watched 0.0.

Every length did about the same

Of this week's reels we read, 15% of those under 15 seconds and 21% of those over a minute beat their normal.

A track or their own sound: about the same

Of this week's reels we read, 17% of those on a track and 18% of those with original sound beat their normal: about the same.

Pace: length and cuts measured from each watched video's file (a cut = a scene change). Length, format and sound tables: every own, unpaid post this week with a normal (146 posts, 124 videos); "beat their normal" = 1.5× or more the median of up to 30 earlier posts of the same kind on that account. Length and sound are the platforms' own fields. Gardening · What's working now

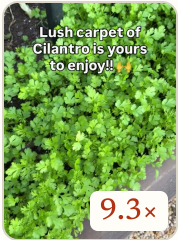
HOW THEY CLOSE

Fewer standouts *just stop* at the end

How the videos we watched end, read by AI. The standouts that don't just stop end in different ways; the notes show three.

THE LAST SECONDS READ BY AI

OF THE VIDEOS WE WATCHED	BEAT THEIR NORMAL (12)	NORMAL (11)
Ends: just stops	42% (5)	73% (8)
Ends: result or reveal	17% (2)	18% (2)
Ends: punchline or payoff	17% (2)	9% (1)
Ends: call to action	8% (1)	0% (0)
Ends: product or logo shot	8% (1)	0% (0)
Ends: cliffhanger or part 2	8% (1)	0% (0)
Asks the viewer to do something	8% (1)	0% (0)
Words said in the last seconds	50% (6)	27% (3)
Words on screen at the end	50% (6)	55% (6)



The crop is the last frame
Three planting steps, then “Lush carpet of Cilantro is yours to enjoy!!” over the grown patch.
@reshgala Instagram reel, 25 Oct 2026 (9.3×)



A line about what comes next
The cloves go in and she closes on “and come next summer around July we’ll have our own homegrown garlic.”
@homesteadwithabby Instagram reel, 25 Oct 2026 (6.0×)

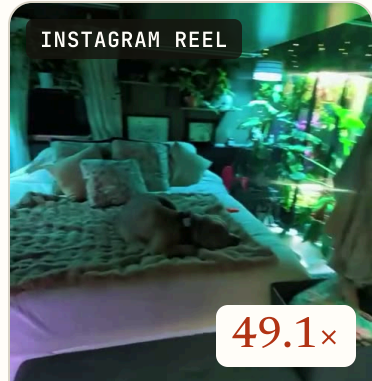


A punchline to finish
Under “When I’m tired but social Media needs the alocasia Queen”, she strikes a pose with the plant and it ends on “YES”.
@theboujeegreenhouse Instagram reel, 21 Oct 2026 (1.7×)

THIS WEEK'S STANDOUTS

This week's standouts: *plant rooms, crops and finished jobs*

Six videos we watched that beat their own account's normal, one an account.



49.1×

@plantsbydestiny420

112K plays · normal 2.3K · 25 Oct 2026

A night tour of a bedroom full of plants under grow lights, set to a track.



29.3×

@garden_hhoe

67K plays · normal 2.3K · 24 Oct 2026

A morning check on the plants above the kitchen, coffee in hand.



16.0×

@heytherejenae

55K plays · normal 3.4K · 23 Oct 2026

Five crops to plant now for Christmas dinner, said to camera, ending on "Comment Christmas Below".



11.4×

@iselinursery

97K plays · normal 8.5K · 23 Oct 2026

A walk up to a weeping spruce at the nursery, named on screen at the end.



9.3×

@reshgala

263K plays · normal 28K · 25 Oct 2026

Three steps for cilantro, shown in the bed, ending on the grown crop.



4.1×

@brentonrobertsgardendesi

35K plays · normal 8.6K · 22 Oct 2026

Rosemary on a garden bank trimmed into rounded waves, the finished shape last.

THREE TO TRY THIS WEEK

Three to try this week, each built from posts that beat their normal

Each idea repeats what the posts under it did. They show what worked for those accounts this week, not a promise for yours.

TRY 1

Open on yourself, saying what you are about to do

Step into the first frame at the vine or the hedge and say what the video is about.



19K plays · normal 4K



7.8K plays · normal 832

TRY 2

Walk the viewer up to the plants

Move the camera slowly through the nursery or the plant room, and name the plant on screen if it is one to buy.



97K plays · normal 8.5K



112K plays · normal 2.3K

TRY 3

Make one line the joke

Write the joke about plant life as one line and let the shot of the plants carry it.



8K plays · normal 4.8K



8K plays · normal 1.5K

HOW WE MEASURED

Who we read, how each post was judged, and what we cannot see

The accounts. We found accounts posting under the category's own hashtags (Instagram #gardening #gardenlife #plantsofinstagram #vegetablegarden), and an AI model kept the ones whose posts are about gardening, in English, posting as themselves (no repost pages), with 2,000 followers or more: 26 accounts (21 creators or influencers, 3 brands, 2 shops or resellers). Every one is listed after the slides. 14 more were left out on a closer look at their own posts (not the category, or not in English); they are listed with the reason after the slides.

The posts. Each account's newest posts, read October 27, 2026. This week = 20 Oct 2026 to 26 Oct 2026: 146 own, unpaid posts with a normal. Set apart, because their reach is bought or belongs to someone else: 9 owned by a partner account. 30 posts under a day old wait for next week.

Each post against its own account. A post's normal = the median of up to 30 earlier posts of the same kind on that account (at least 8). It "beat its normal" at 1.5× and "broke out" at 3×. So a 5,000-follower account and a 5-million one are judged on the same footing. Plays for videos, likes for photos and carousels.

The videos we watched. Up to 18 that beat their normal (one an account, likes public, highest first) and up to 12 near their normal (one an account): 24 in all. 1 of them turned out to be off the category's topic or not in English and are left out of the comparison, which reads 12 that beat their normal against 11 normal ones. Length and cuts are measured from the files; the opening, the close and who is on screen were read by an AI model from each video.

What we cannot see. Reach, saves, watch time, follows and ad spend live in each account's own dashboards. Plays are not people. Paid boosts show only where the platform marks them. Posts under a week old are still gathering plays.